



Department of Civil & Environmental Engineering
The Hong Kong Polytechnic University



香港
鋼結構學會
Hong Kong Institute of
Steel Construction



The Hong Kong Institution of Engineers
Joint Structural Division

Technical Seminar

Beyond BIM – What Else? and So What?

By Ms. Argoon Chuang

Organized by
Young Members Group, The Hong Kong Institute of Steel Construction
Department of Civil and Environmental Engineering, The Hong Kong Polytechnic University
Supported by
Joint Structural Division, The Hong Kong Institution of Engineers
Organizing Sponsor:
Wo Lee Steel Company Limited

Date	19 December 2013 (Thursday)
Venue:	Room TU107, The Hong Kong Polytechnic University, Hung Hom, Kowloon
Time:	6:15 pm (registration) for 6:30 pm to 8:00 pm

About the Seminar

BIM (Building Information Modelling) is revolutionising the engineering design and construction industry. It opens up opportunities not only to inform design, guide procurement and aid construction, but also optimise building performance long after the project is completed.

Beyond BIM, Arup see a bigger picture and we named it BEM (Built Environment Modelling). BEM is Arup's strategic focus for delivering better design through the best practice of cross-disciplinary collaboration and multi-technologies integration. It covers a number of hot topics such as BIM, GIS, parametric modelling, virtual reality, automation and optimisation – literally everything relates to digital design.

In this talk the speaker will introduce BIM and BEM with Arup's project examples, which will more focus on structural engineering at the design stage to meet the event's theme but not limited to. The speaker will also share her views on the next-generation engineers with the audience.

About the Speaker

Argoon is the BEM Manager of Arup East Asia region and looks after the development strategy and resources coordination of all sorts of digital design related activities within the region. She holds a BSc in Civil Engineering from National Taiwan University and an MSc in Sustainable Infrastructure from Royal Institute of Technology in Sweden.

Argoon joined Arup in early 2007 at its Shanghai office and participated in several eco-city masterplanning projects in China and the UK. In 2008 she moved to Arup Hong Kong office and focus on applying GIS technologies to Geotechnical and Environmental Engineering. Before joining Arup, Argoon worked at IT companies as a software developer in Taiwan for a few years. Founded on her unique combination of technologies know-how and cross-disciplinary experiences, Argoon took up her current assignment in 2012 to promote Arup's 'total design' philosophy through digital approaches.

Official Language English will be the official language.

CPD Certificates This seminar is recommended for **1.5** CPD hours. Attendance certificate will be issued.

Free attendance but places are limited and priority will be given to Young Members Group (HKISC) members. Please send the completed [standard registration form](#) to Miss Anna Lam, **by 12:00 noon, 13 December 2013** through by: ymg@hkisc.org. For more information, please contact Dr. Alfred Fong at 2601-9810.